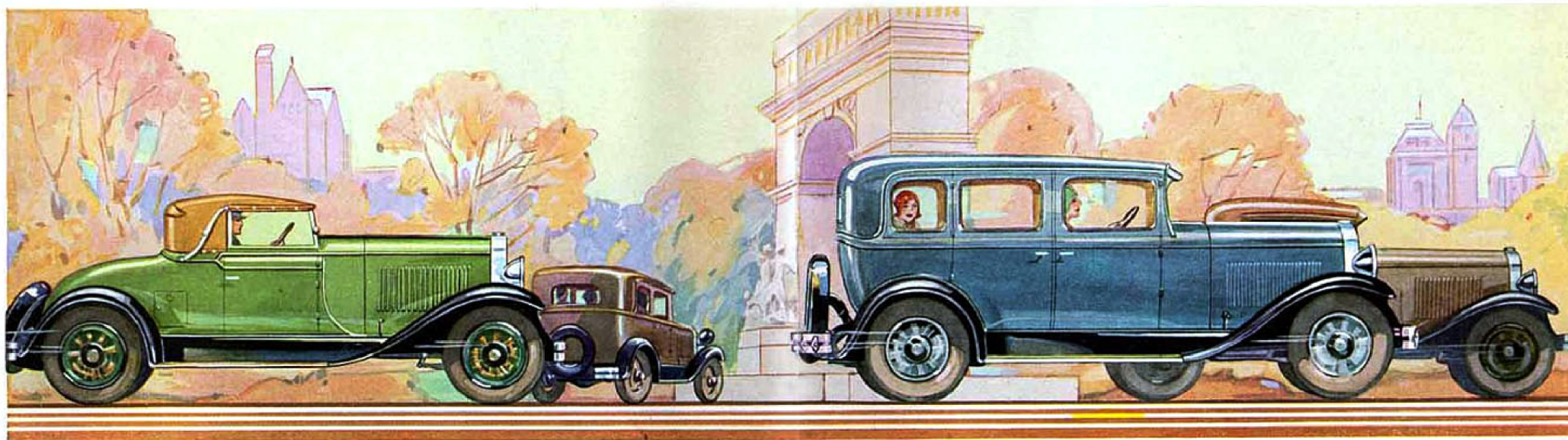


THE OLDSMOBILE SIX



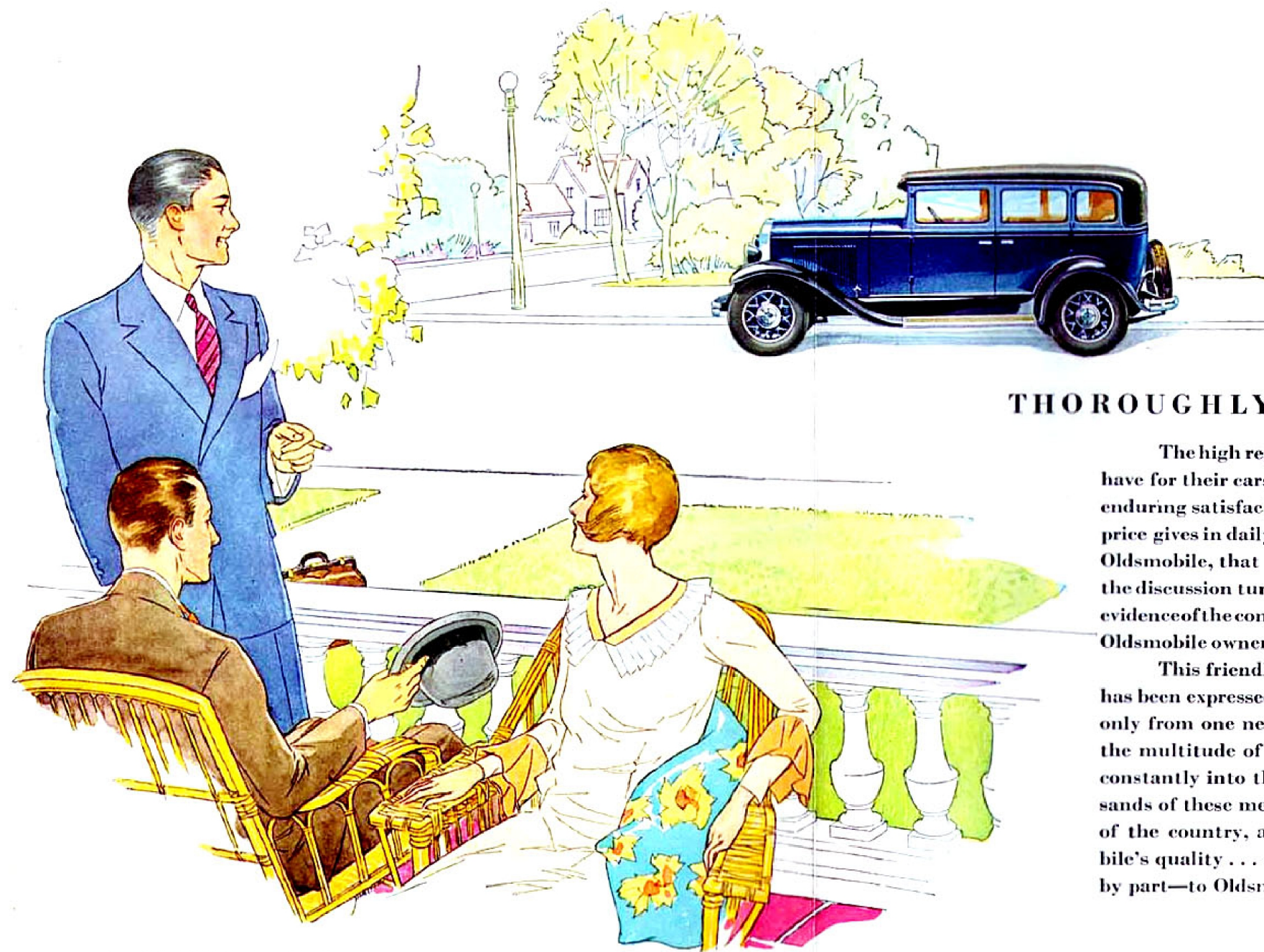


DESIGNED TO DO ALL THINGS WELL

It is a relatively simple engineering task to design a car that emphasizes a few qualities at the sacrifice of others. It is an engineering achievement, however, to combine all desirable qualities to a marked degree in a balanced whole. Yet that is exactly what Oldsmobile engineers have accomplished in Oldsmobile. How well they have succeeded is evidenced by the tremendous gains Oldsmobile has made in public acceptance—and by the enthusiasm of owners everywhere. Every phase of Oldsmobile's performance has been developed to a remarkable degree. Its smart, well-conceived appearance pays tribute to the designing genius of Fisher artist-engineers. Its ease of handling results from balanced engineering and careful attention to mechanical details. And, as the months and miles roll by, Oldsmobile's balanced design delivers not only these advantages . . . but adds



to them the satisfaction of dependability, economy of operation, and long life. Consider what these things mean in the light of Oldsmobile's price and value. Compare what Oldsmobile offers you with what other cars offer. You will more than likely discover that it is doubtful economy to pay less than Oldsmobile's price—and unnecessary to pay more. For a car of lesser price will never bring you all that Oldsmobile offers . . . and you'll have to pay a good deal more than Oldsmobile's price to obtain the same fine qualities in another car. And when you have inspected Oldsmobile, feature by feature . . . when you have compared its price, and considered its value . . . when you have discovered for yourself that it stands high by a dollar-for-dollar measure . . . when you have experienced its thrilling performance . . . remember that it stands even higher in the test of owner satisfaction.



THOROUGHLY DEPENDABLE

The high regard which Oldsmobile owners have for their cars is significant of the deep and enduring satisfaction which this fine car of low price gives in daily use. And the good opinion of Oldsmobile, that is invariably expressed when the discussion turns to motor cars, is conclusive evidence of the confidence and enthusiasm which Oldsmobile owners convey to their friends.

This friendly spirit on the part of owners has been expressed time and time again . . . not only from one neighbor to another . . . but in the multitude of written messages which flow constantly into the Oldsmobile factory. Thousands of these messages, coming from all parts of the country, are the best proof of Oldsmobile's quality . . . and they testify—almost part by part—to Oldsmobile's complete worthiness.

On the score of performance alone, Oldsmobile has earned a most enviable reputation. Its ability to accelerate quickly and smoothly . . . whether the speedometer registers five miles or fifty miles at the moment . . . adds to the thrill and satisfaction of driving. Its seldom used, but always available, top speed increases the owner's confidence in his Oldsmobile because he knows there is a mighty power reserve ready to meet any emergency. As this Akron, Ohio, owner puts it in brief but expressive form, "My Oldsmobile is a fine performer. Nobody gets away from me at the traffic lights . . . or on the road." And from Franklin, Pennsylvania, an enthusiastic owner writes, "I knew Olds-



owners after they have become thoroughly acquainted with the long-lived qualities of their cars. From Buffalo, New York, as an example, comes this expression of genuine satisfaction, "I am now driving my third Oldsmobile. I drive about 35,000 miles each year in my work, and I believe Oldsmobile is the last word . . . plenty of power . . . not too heavy . . . not an expensive car to drive." And from two widely separated points . . . Susanville, California,



and Worcester, Massachusetts . . . come these expressions bearing on the same subject, "With the protection you give your motor, it looks good to me for 40,000 miles without a major operation" . . . "My engine is as smooth now, after 10,000 miles of hard driving, as it was at 10."

Frequent and emphatic as are these endorsements touching on performance and dependability, they receive no more

hearty approval than the restful riding comfort which characterizes every Oldsmobile body style. Every major engineering feature, designed to enhance driving and riding comfort, is found in Oldsmobile's body and chassis. Comparison with other cars serves to emphasize these qualities in Oldsmobile, as it did with this owner . . . an experienced motorist . . . writing from Montclair, New Jersey, "Oldsmobile is easy to handle, and its riding qualities are a revelation. Hardware and upholstery are first class. And there are no body noises, due to its sturdy Fisher body construction.



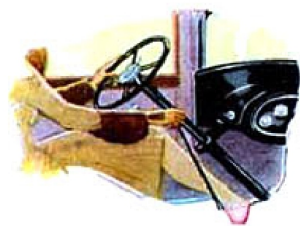
In short, Oldsmobile is best value for your money." Another owner, living in Pittsburg, Kansas, brings up one of the most important but sometimes overlooked points in riding comfort, "One of the chief virtues of Oldsmobile, in my opinion, is its size . . . big enough to be comfortable in all ways. Most cars in this price range don't have leg room enough for a six-foot man."



mobile was the car for this rugged country when I saw it accelerate from five to fifty-five miles per hour on one of our long, stiff Pennsylvania grades."

In dependability, Oldsmobile has established a reputation that is virtually unique in Oldsmobile's price class. Care-free, uninterrupted service, month after month, for thousands of miles, is a common experience of Oldsmobile owners . . . due to Oldsmobile's simple, sturdy design, excellent workmanship; and high-quality materials. The results of Oldsmobile's basic policy . . . progressive engineering . . . are reflected in the comments of

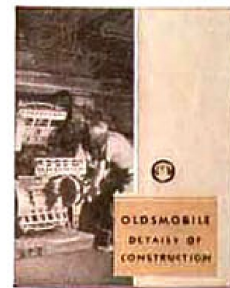
Given the foregoing qualities, one of the next most desirable characteristics is roadability. Long trips, involving all types of roads, good and bad, straightaway and curved, uphill and down, are made most comfortably and with greatest security in a car that hugs the road well at all speeds. Oldsmobile's low center of gravity, combined with balanced weight, assures almost uncanny roadability. That Oldsmobile owners discover these facts for themselves is evidenced by this message from the hilly New York country, "My Oldsmobile impresses me as a really modern car. It handles so easily in traffic, gives quick response to the accelerator, is easy to stop, and comfort-



able to ride in. It is also very quiet at high speeds and its roadability is unusual . . . due, I suppose, to its low center of gravity." And from Akron, Ohio, another owner brings out this same important characteristic in positive terms, "There's one big thing about Oldsmobile . . . it stays on the road when you want to step along!"

All these qualities are desirable to owners in any case . . . but particularly so when they can be obtained and held at low cost. Oldsmobile's economy of operation is gratifying to experienced motorists . . . especially to those who have kept maintenance records on other cars, and are able to judge Oldsmobile's economy on a comparative basis. An owner writing from Ansonia, Connecticut, in commenting on his reasons for purchasing a new Oldsmobile, says, "I bought an Oldsmobile in 1925, used it for four years, and did not spend \$50 in repairs. I thought that was recommendation enough." And a new owner in Birmingham, Michigan, joining the thousands of others and expressing his own enthusiasm over Oldsmobile's all-around good qualities, adds that one of his neighbors "has driven his Oldsmobile 37,000 miles with a repair bill of only between ten and fifteen dollars."

In addition to the foregoing reasons for Oldsmobile's ever increasing popularity, there are many other advantages that go with Oldsmobile ownership . . . advantages well known to the men and women who drive this car. This message from Milwaukee, Wisconsin, points out several which are

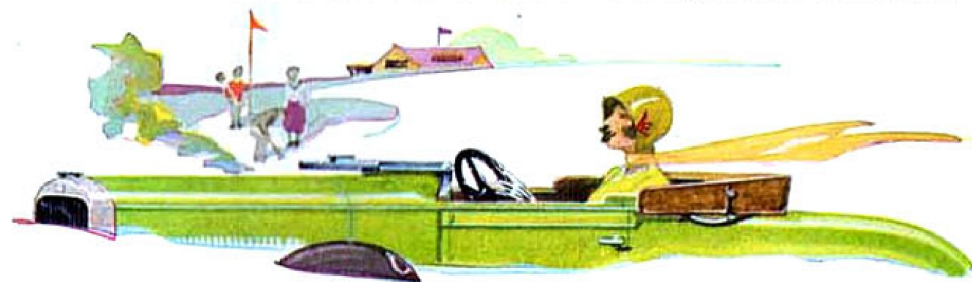


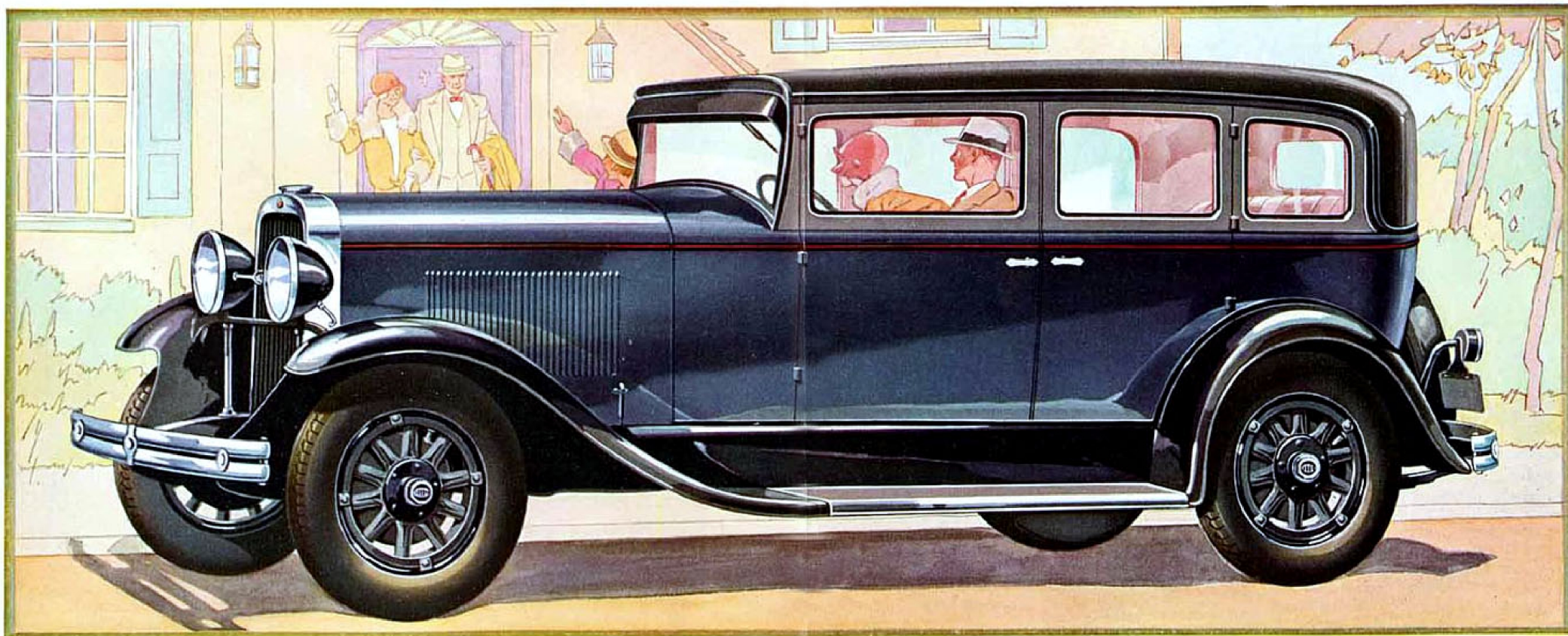
Ask your Oldsmobile Dealer for a copy of the book: "Details of Construction," which pictures and describes those features of Oldsmobile design and manufacture that contribute to the whole-hearted enthusiasm of Oldsmobile owners.



surely worthy of consideration, "Here's a real automobile . . . a General Motors product, a fine motor, a roomy, comfortable Fisher body, and a good reputation. And I've found out that your representatives all over the country are able, courteous, and anxious to be of service to the owners of Oldsmobile cars." And then a Michigan owner adds these points, "Oldsmobile is not only my favorite but my wife's as well. It is a car that she can handle easily, and she likes its good looking and comfortable Fisher body. I honestly believe it is the best car for the money. I say this on the strength of my own experience and that of three friends."

These few expressions of owner opinion are typical of the high regard of owners everywhere. Owners in your own community will express the same enthusiasm. Ask them yourself what they think of their cars. Then examine Oldsmobile's fine features, one by one . . . and drive the car. For, until you actually get behind the wheel and drive an Oldsmobile yourself, you cannot really know its versatility . . . its steadiness and stamina . . . its brilliant abilities in every phase of performance. Take the wheel and make your own tests. Prove to your own satisfaction why Oldsmobile owners the country over speak of their cars as they would speak of a good friend. And be assured that Oldsmobile will prove itself to you, as it is proving itself to thousands of owners . . . "thoroughly dependable as a good friend should be."

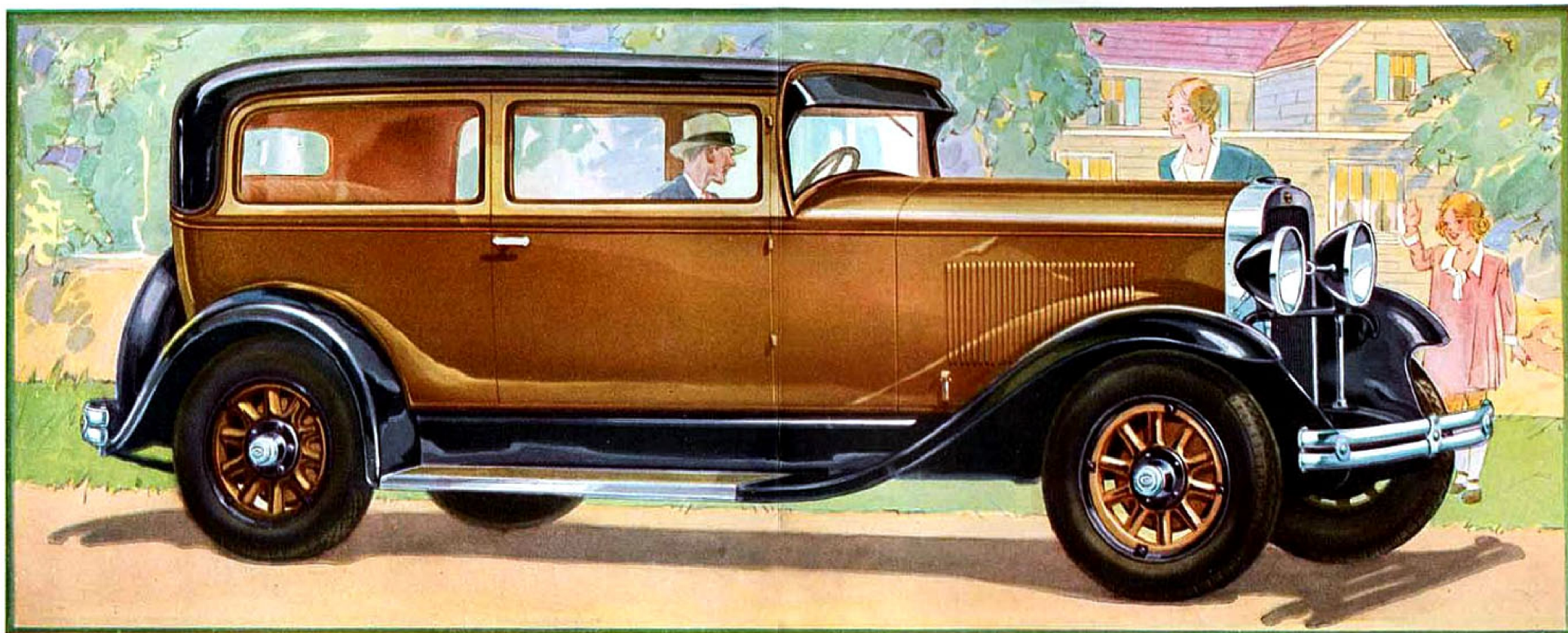




THE FOUR-DOOR SEDAN

Oldsmobile's smart, well-conceived appearance is a source of lasting satisfaction to owners. Its graceful contours and long, low body lines create an impression of strength and fleetness . . . an impression immediately verified upon detailed examination of the entire car. The hood is long and high, the body low and generously proportioned. Sweeping full-crown fenders and small, sturdy wheels add to the pleasing general effect. Viewed from the front, Oldsmobile's large headlamps . . . high, narrow radiator . . . full-length

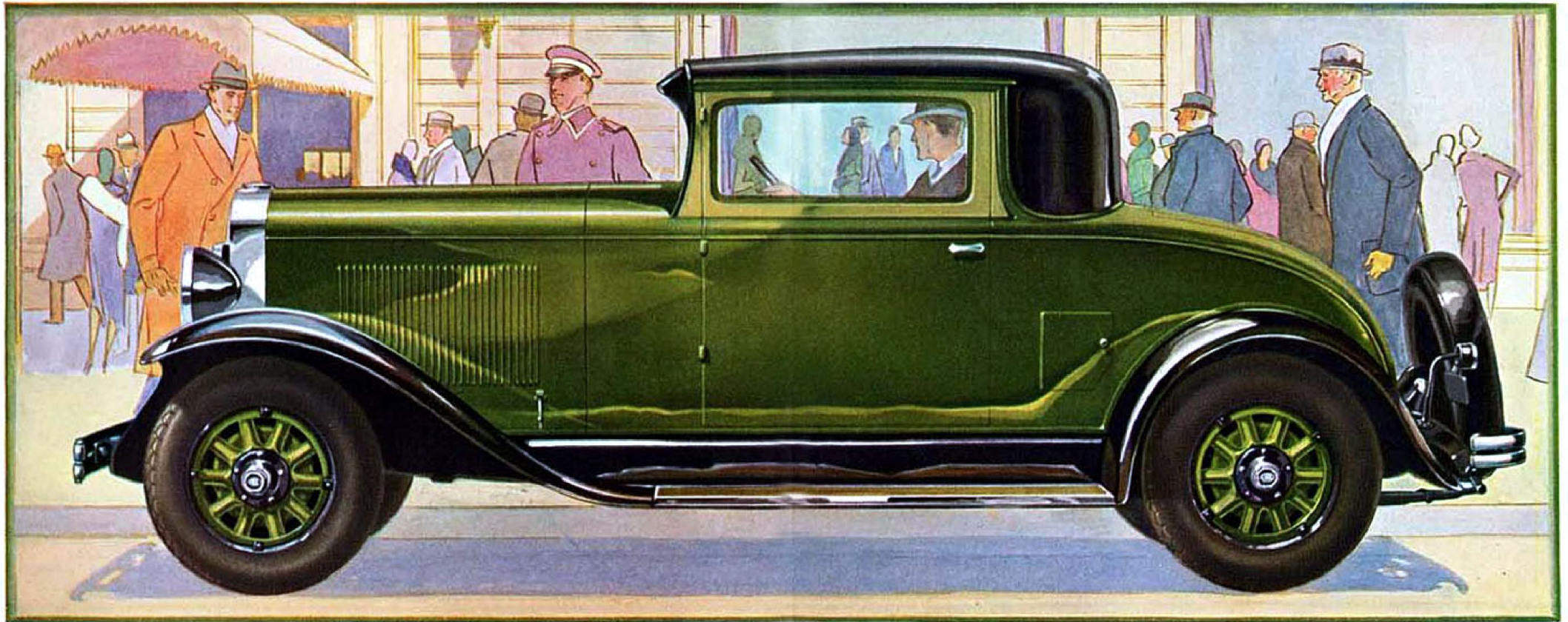
vertical radiator shutters . . . give a striking and distinctive "head-on" appearance. Chromium plating of all exterior bright metal work gives sparkle as well as additional serviceability. A cadet-type windshield visor adds a touch of smartness. In keeping with their exterior beauty, Oldsmobile bodies are luxuriously finished inside. Soft, rich upholstery materials . . . attractive hardware of special design . . . and a smartly designed and fully appointed instrument panel combine to give a pleasing effect of restfulness and good taste.



THE TWO-DOOR SEDAN

Often referred to as the ideal family car, Oldsmobile provides features of driving ease and convenience that make it adaptable to use by any member of the family. There is Oldsmobile's adjustable driver's seat, for example . . . and the adjustable steering wheel that goes with it. A seat adjustable down to the fraction of an inch, to assure just the right reach to pedals and steering wheel. And a steering wheel that not only fits the hand but is also movable to the exact position for perfect arm comfort and free vision. Clutch

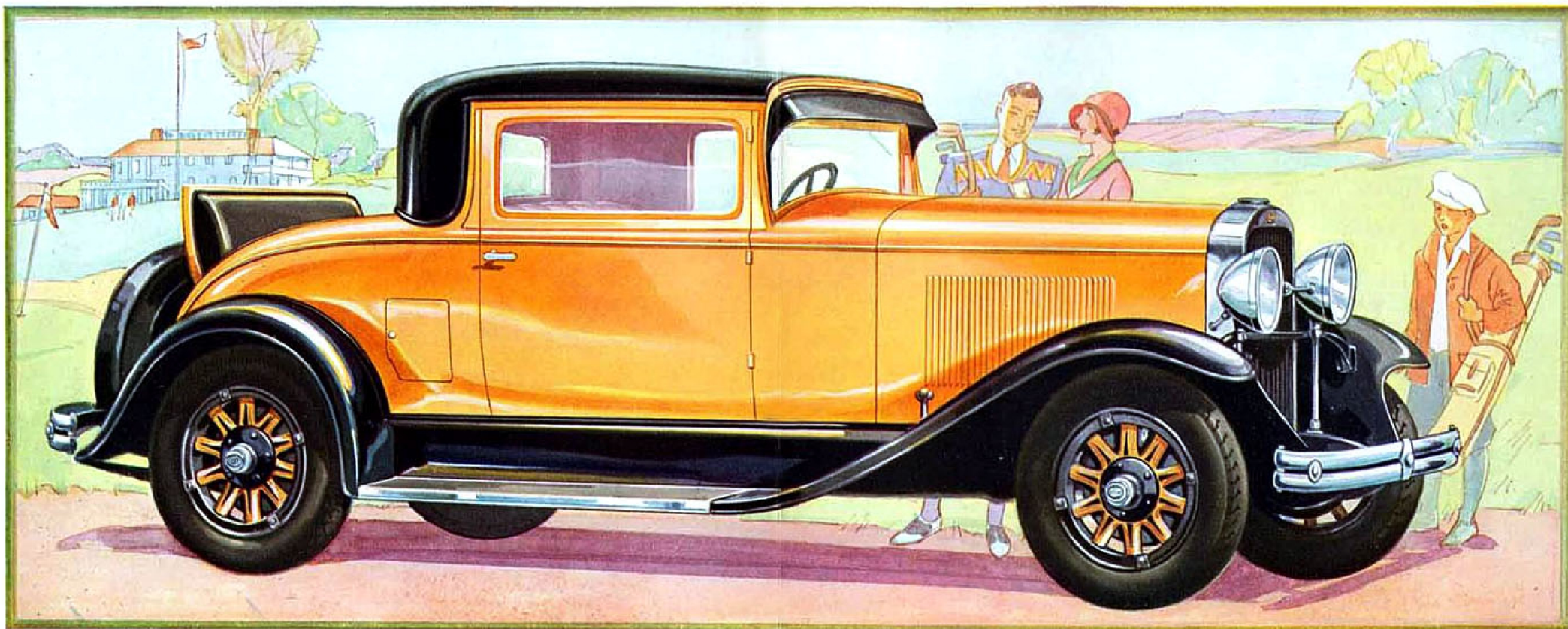
and brake pedals, thus brought within easy reach, are comfortable to operate, both because their action is easy and because they are faced with cushions of rubber, assuring a firm "grip." Gear changing is accomplished quickly and quietly . . . with the tips of the fingers. And while gears are being shifted, with one hand, full control of the car is maintained. For Oldsmobile answers the lightest touch on the steering wheel . . . and yet there is a feeling of security about Oldsmobile's wheel that results in sure absolute confidence.



THE COUPE

Because traffic conditions today, both in the city and on the road, place a premium on driving ease, Oldsmobile's unusual control features command great interest. Its large, flat, pad-type accelerator, for example, enables the driver to accelerate smoothly and confidently, at just the right speed. A steering gear, of worm-and-roller design, makes parking easy . . . even in small spaces. A careful check on speed, fuel level, engine temperature, charging rate, or oil pressure is easy because driving instruments are con-

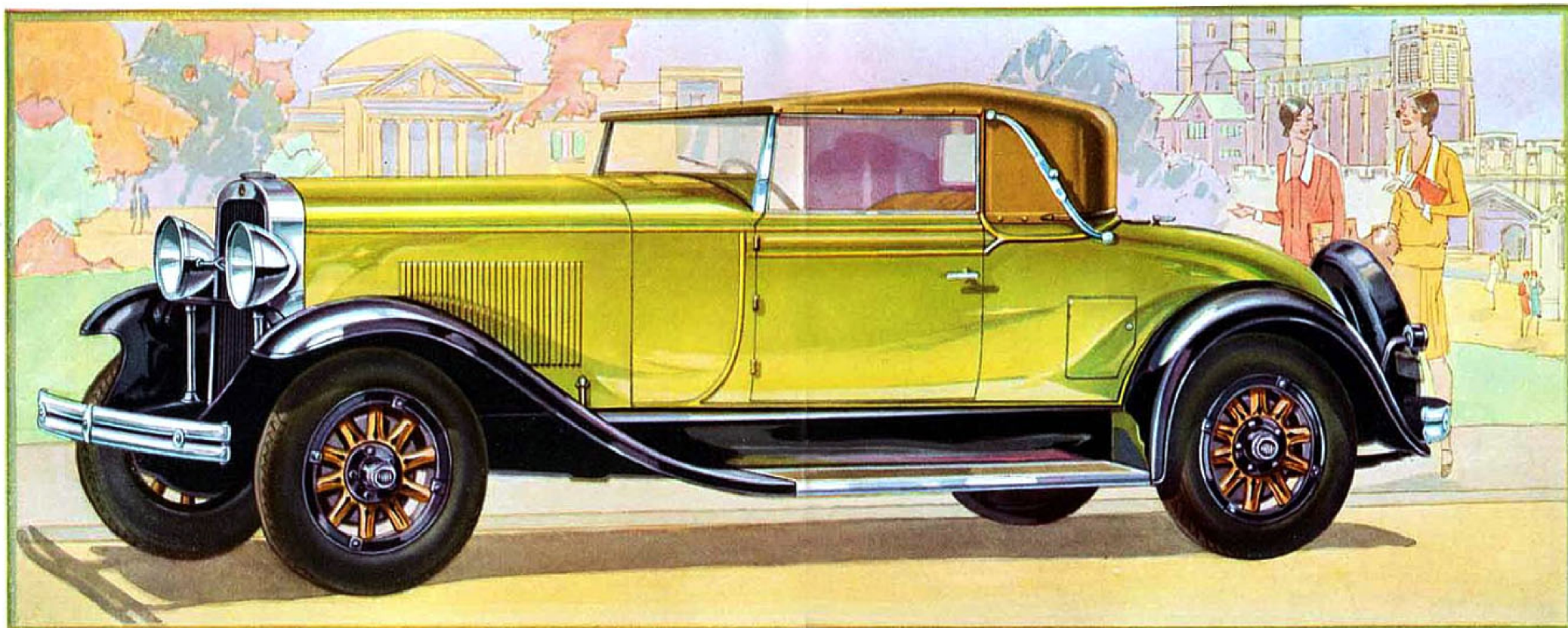
veniently grouped on a handsome instrument panel, lighted indirectly. In addition to all these features, there is Oldsmobile's famous 62-horsepower engine, assuring a smooth, quiet flow of power for nimble threading of traffic or effortless hill climbing. Of vital importance, too, is the fact that Oldsmobile's speed is quickly and easily controlled by positive-acting four-wheel brakes of the internal-expanding, two-shoe type, completely enclosed and sealed against both dirt and water for most efficient operation.



THE SPORT COUPE

Operation that is not only smooth but *silent*, month after month and mile after mile, is one of the most desirable features a car can offer. Pains-taking care in the design and building of engine, chassis, and body has made quietness of operation over a long period an outstanding advantage of Oldsmobile ownership. In the engine, Oldsmobile's counterbalanced crankshaft and progressive pressure-rise cylinder head contribute to quietness and smoothness in large degree. Chassis and body are insulated by special antisqueak

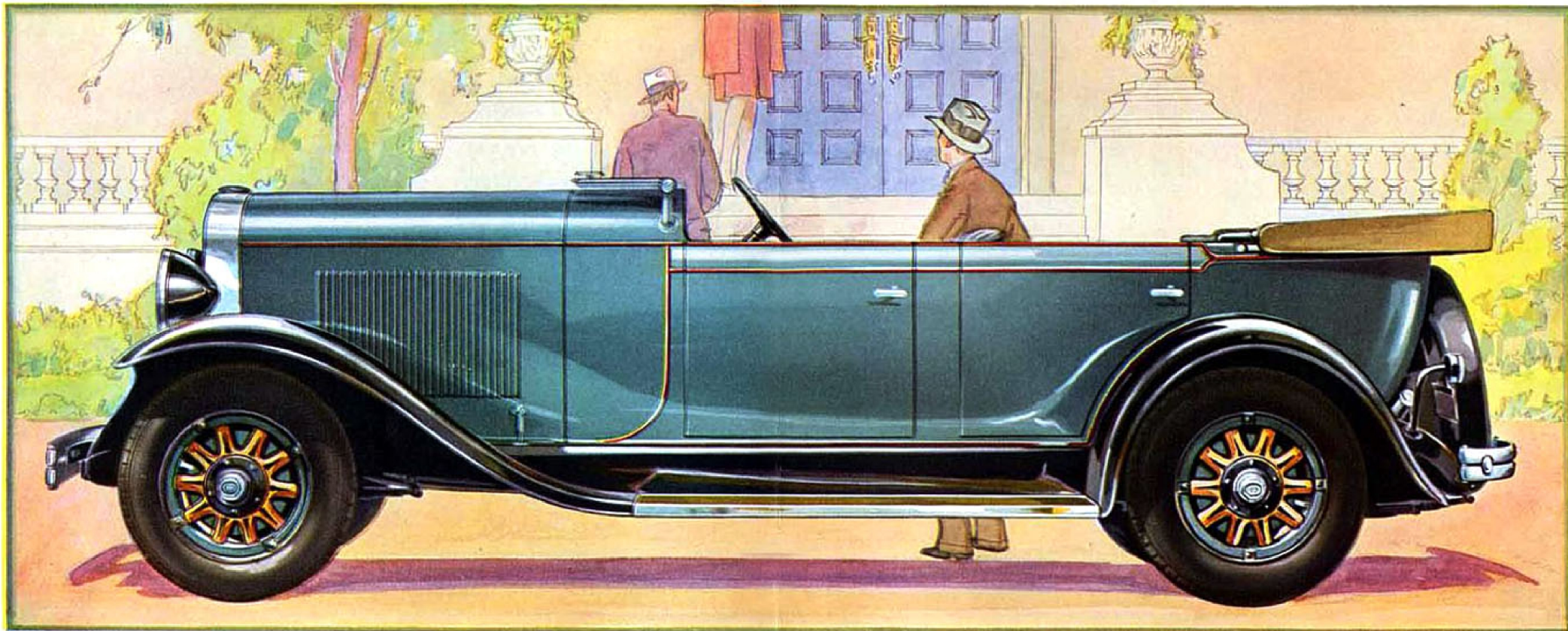
material. And Oldsmobile's Fisher bodies, in addition to being built of steel and wood, for strength and silence, are also rendered squeak and rattle proof by newly-developed fabric and rubber insulation. The body roof construction prevents annoying rumble at any speed . . . over any road. Finally, pressure lubrication throughout the engine . . . even to the piston pins . . . assures long life and quietness. High-pressure lubrication for all chassis points permits maximum lubricating efficiency and contributes much to motoring pleasure.



THE CONVERTIBLE ROADSTER

One of the most notable of its characteristics is the feeling of unusual security that goes with Oldsmobile's operation. Remarkable strength is inherent in both chassis and body. The rugged frame side rails are braced with five strong cross members. And the low-dropped frame design permits a low center of gravity. This, combined with balanced weight, assures excellent roadability. Oldsmobile's internal-expanding, self-energizing, four-wheel brakes provide remarkable stopping power . . . Oldsmobile's

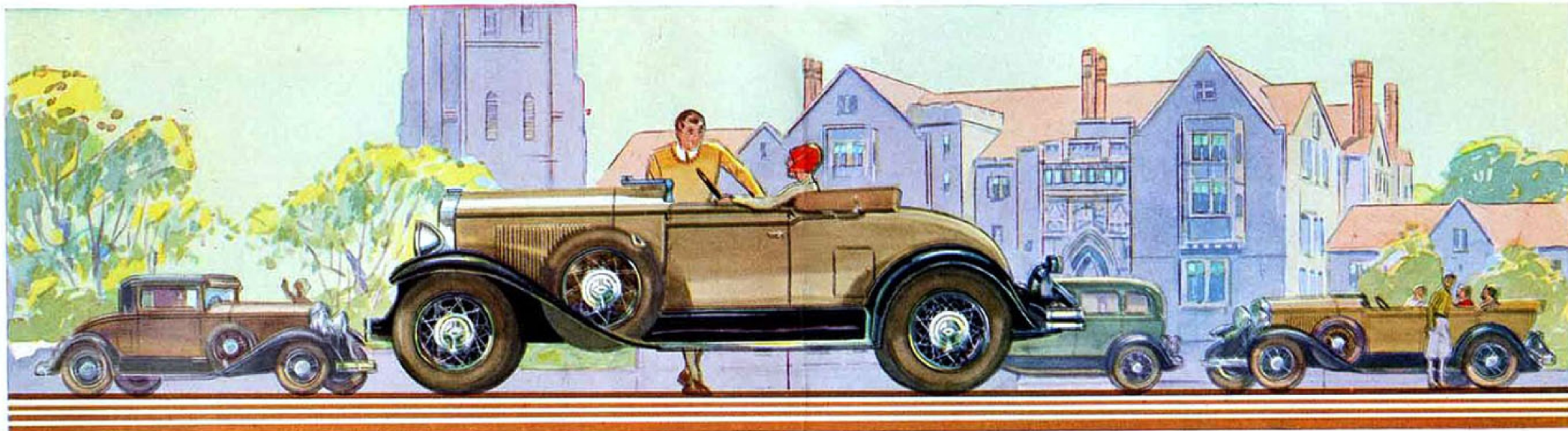
Fisher body, of combination wood and steel construction, is the strongest type known to the body industry. The Fisher VV (vision-ventilating) windshield is tilted to prevent annoying light reflections. Unusual precautions have been taken, also, to protect Oldsmobile's working parts and assure long life. The engine, for example, is guarded by full-length vertical radiator shutters, oil filter, crankcase ventilation, gasoline filter, temperature gauge on the instrument panel, and full-pressure lubrication to all working parts.



THE PHAETON

No better description could be applied to Oldsmobile than . . . "A Sound Investment In Motoring Satisfaction." For Oldsmobile represents a sound investment from every angle . . . in price . . . in value . . . and in the deep-seated satisfaction it will afford you as long as you drive it. Owner experience has proved that, given a reasonable amount of care, Oldsmobile will provide gratifying performance, genuine comfort, and real pride of ownership . . . even when the speedometer reads well up into five figures. Oldsmobile's

nation-wide reputation for dependability has been earned on the basis of merit. Its characteristics of style . . . changing very little from season to season . . . are a source of lasting satisfaction because they are soundly conceived on the fundamentals of good design. That Oldsmobile should represent an excellent investment on all these scores is neither surprising nor difficult to understand. For Oldsmobile is a product of the combined rich experience and vast resources of Olds Motor Works, General Motors, and Fisher Body.



BODY STYLES AND EQUIPMENT COMBINATIONS

Oldsmobile offers a choice of twenty-eight different models, open and closed, each varying from the others in style and equipment. This wide selection of body styles is one of the reasons why Oldsmobile continues to rise to greater and greater heights of popularity in every section of the country. Seven distinct body styles are available on the Oldsmobile chassis . . . Two-Door Sedan, Four-Door Sedan, Patrician Sedan, Coupe, Sport Coupe, Convertible Roadster and Phaeton. In addition to these standard types, Oldsmobile provides, at reasonable additional cost, a complete line of *De Luxe*, *Special*, and *Wire Wheel* equipped models.

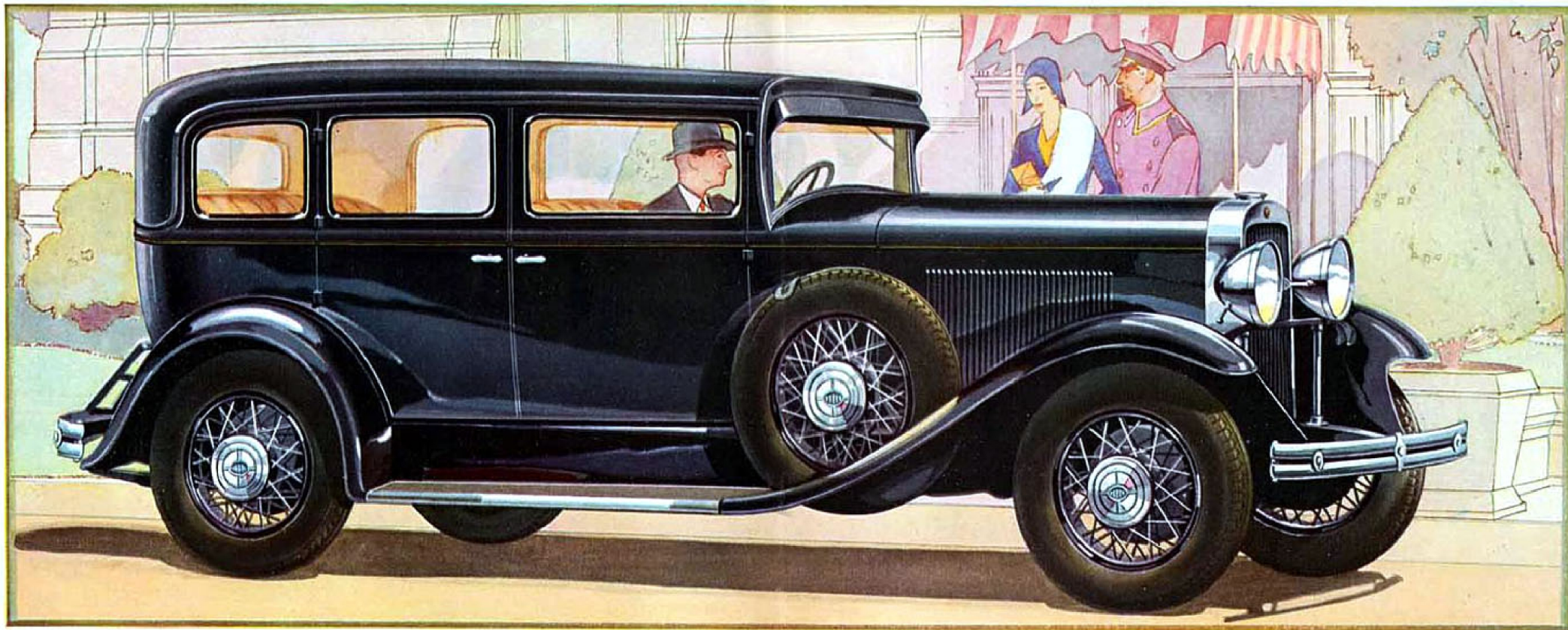
De Luxe equipment includes six wire wheels, six tires and tubes, bumpers front and rear, trunk platform, and chromium-plated headlamps. The two spare wheels and tires are securely mounted in fender wells and protected by

a special locking device. *Special* equipment includes two spare tires, tubes, and rims, mounted in fender wells with special locking device; as well as bumpers front and rear; and trunk platform.

In addition to *De Luxe* and *Special* equipment, *Five Wire Wheel* equipment . . . which includes five wire wheels, spare tire, and special mounting for fifth wheel at the rear . . . is obtainable on all standard models at slight additional cost. Whether you want a car for sport, business, or family use, you will find a body type equipped to suit your every need and gratify your every taste in the wide selection that Oldsmobile offers.

And no matter which Oldsmobile body style or equipment combination you select, you will find it eminently satisfactory in appearance, performance, comfort, and interior finish . . . and an unrivaled value at its price.

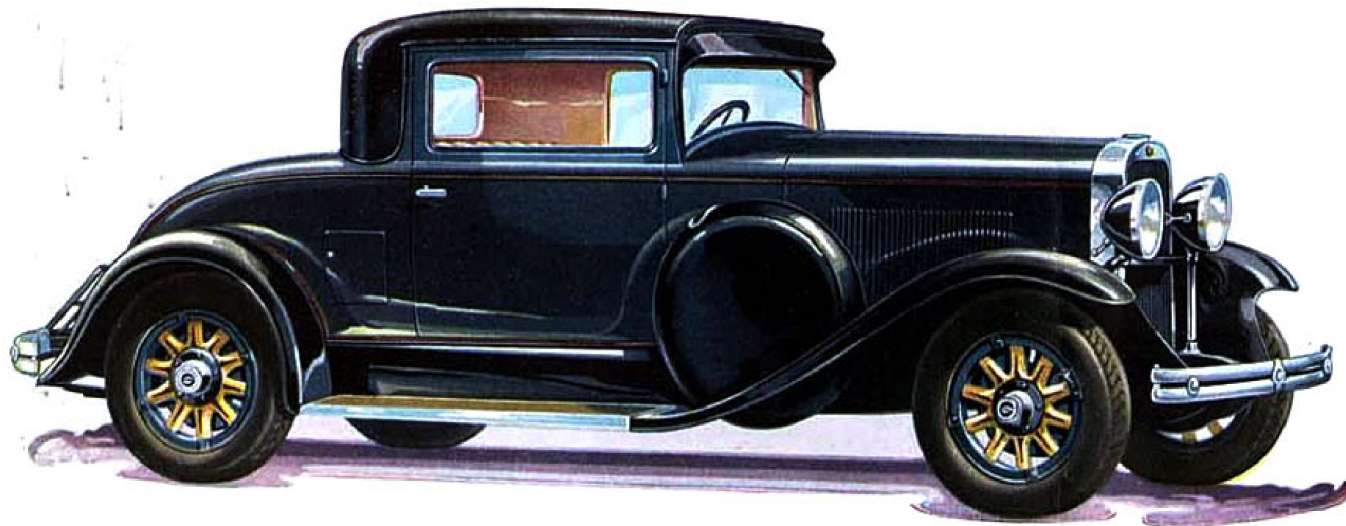




THE DE LUXE PATRICIAN SEDAN

Complete travel luxury, maximum utility, and a wealth of interior refinements make this De Luxe Patrician Sedan a car of unusual appeal to discriminating buyers. Luxurious, high-quality broadcloth upholstery, fine hardware of distinctive design, and an unusual door molding treatment create a thoroughly charming effect for the interior. Generous proportions permit ample head room and leg room. Comfortable arm rests are provided for rear seat passengers. Notice, too, the unusually wide doors which allow easy

entrance for driver and passengers. The Patrician Sedan is obtainable with standard equipment or any of the extra equipment combinations defined on the foregoing page. Here is a car that gives comfort, convenience, and smartness in most generous measure. It is a type for all-around use . . . for the individual or family. Careful examination of its many refinements . . . and consideration of all that it offers at the price . . . will convince you that it represents not only a high standard of luxury but also high dollar-for-dollar value.



THE SPECIAL COUPE

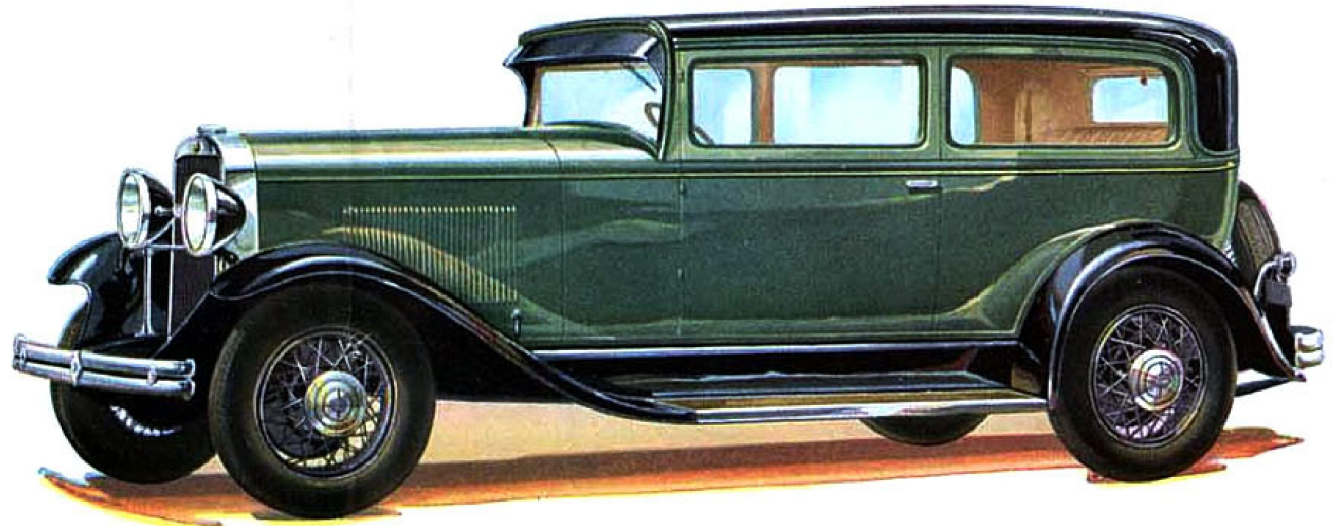
The Coupe, of well-balanced design, is admirably suited to serve as a personal car. For shopping trips to the downtown section, for the needs of active professional and business men, for use where unusually generous carrying space is required, the Oldsmobile Coupe finds wide acceptance among men and women everywhere. It has an adjustable seat, with parcel shelf behind, and a spacious, accessible compartment in the rear deck. With *special* equipment, this body style gives unusual access to rear compartment.



THE TWO-DOOR SEDAN

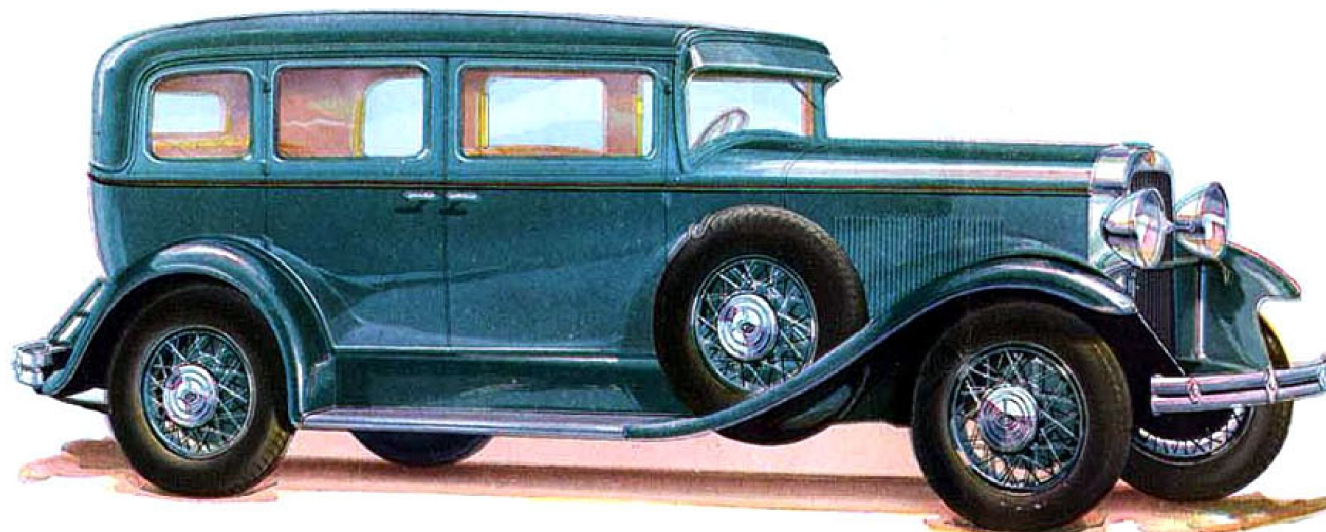
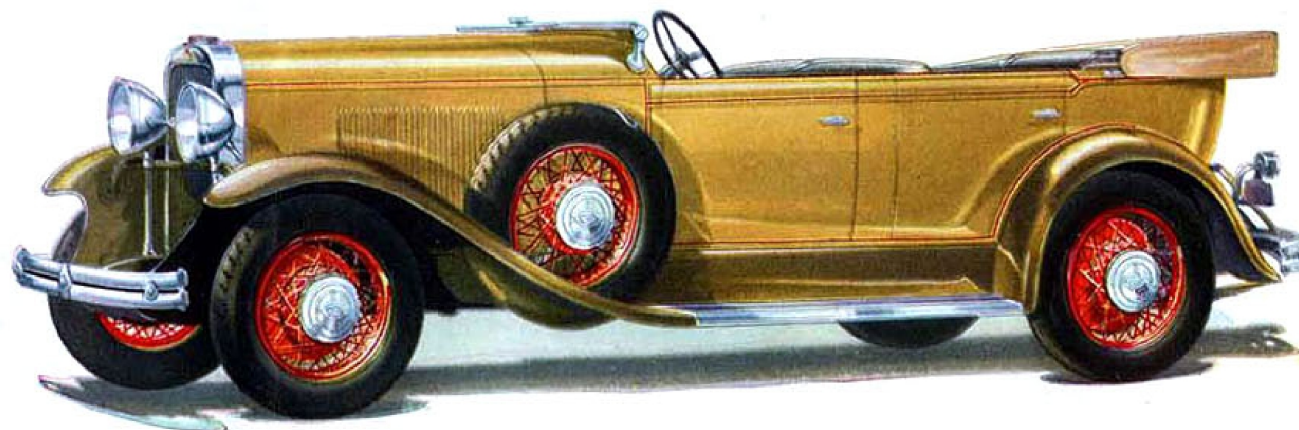
With five wire wheels

The long, sweeping lines and graceful contours of this Oldsmobile Five-Passenger Two-Door Sedan make it a car that expresses with unusual success the modern vogue for well-planned simplicity. Its smartness is matched by its convenience and comfort. The right front seat, of special chair-type design, tilts forward to the instrument panel . . . while the driver's seat, of the same design, is adjustable. Luxury and quality prevail in the interior decoration and appointments of its staunch Body by Fisher.



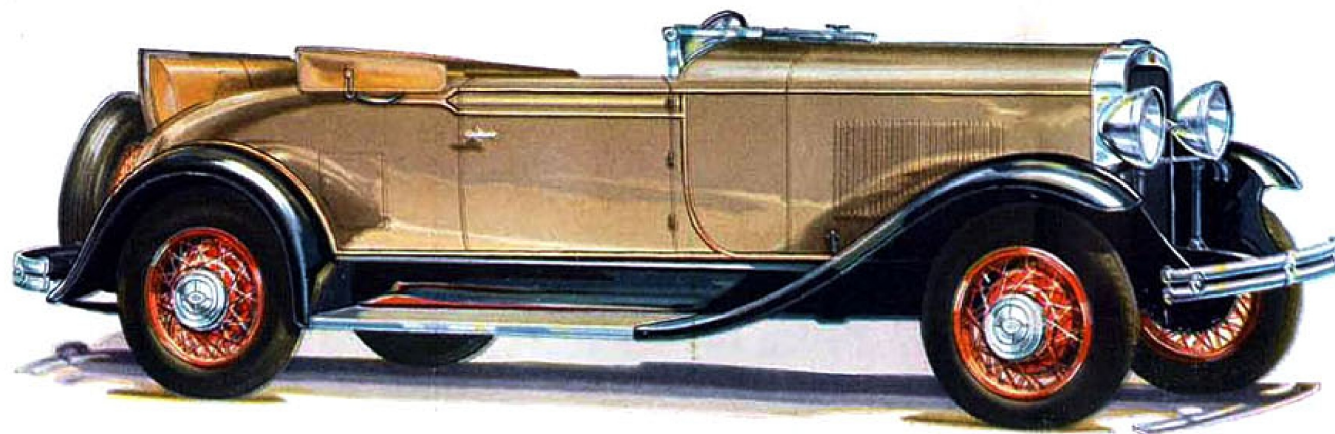
THE DE LUXE PHAETON

The Phaeton is a particularly fine example of the clean-lined, vigorous appearance so eagerly sought after in modern open car design. The top, when raised, and the one-piece curtains that open with the doors offer protection and unobstructed vision in changeable weather. When lowered, it folds into a small, compact assembly which blends perfectly into the low, racy front-to-rear lines of the car. Upholstery is in genuine leather. The windshield is one piece . . . folding forward when desired.



THE DE LUXE FOUR-DOOR SEDAN

Uncommon roominess and luxuriously upholstered seat cushions make the Five-Passenger Sedan as comfortable as it is smart. Generous seat width enables passengers to ride for long distances without the discomfort of crowding. Crystal-clear plate glass windows of large dimensions afford excellent visibility. The windshield is tilted to eliminate annoying reflections. A convenient control, located above the windshield, permits it to be raised or lowered for direct or indirect ventilation.



THE CONVERTIBLE ROADSTER

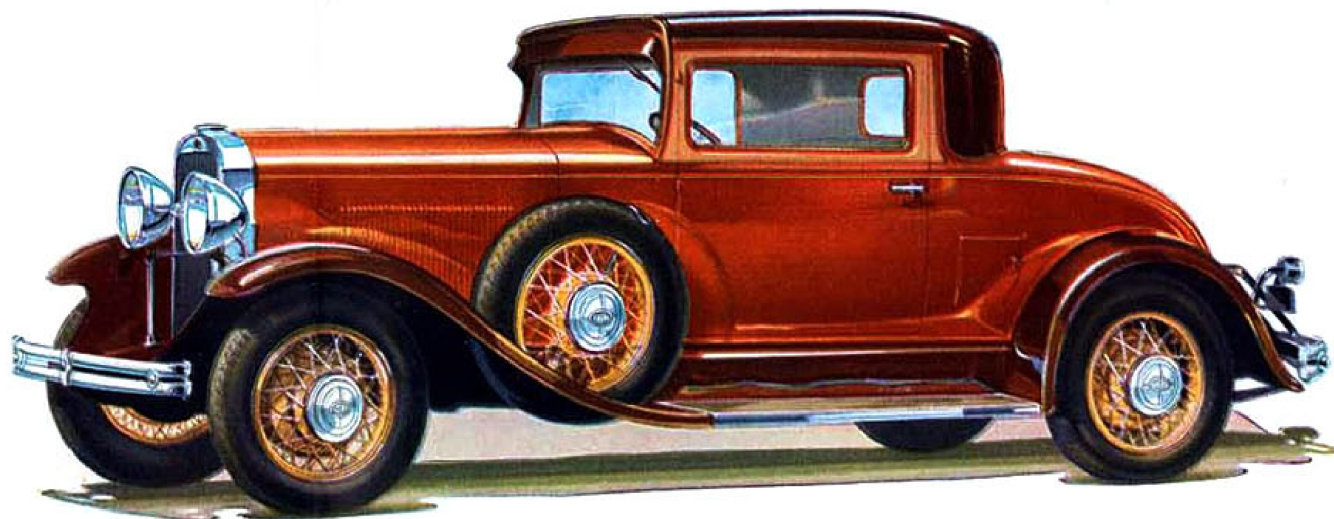
With five wire wheels

Low-swung, modish, and expressive in every line of up-to-the-minute, modern performance, the Oldsmobile Convertible Roadster is one of the smartest cars to be seen on the highway or boulevard. It combines the closed car comfort advantages of the coupe with the freedom and fleetness of the roadster. It is quickly and easily convertible from one type to the other. Upholstery is genuine leather . . . soft and long wearing. A comfortable rear deck seat adds to the Convertible Roadster's adaptability.



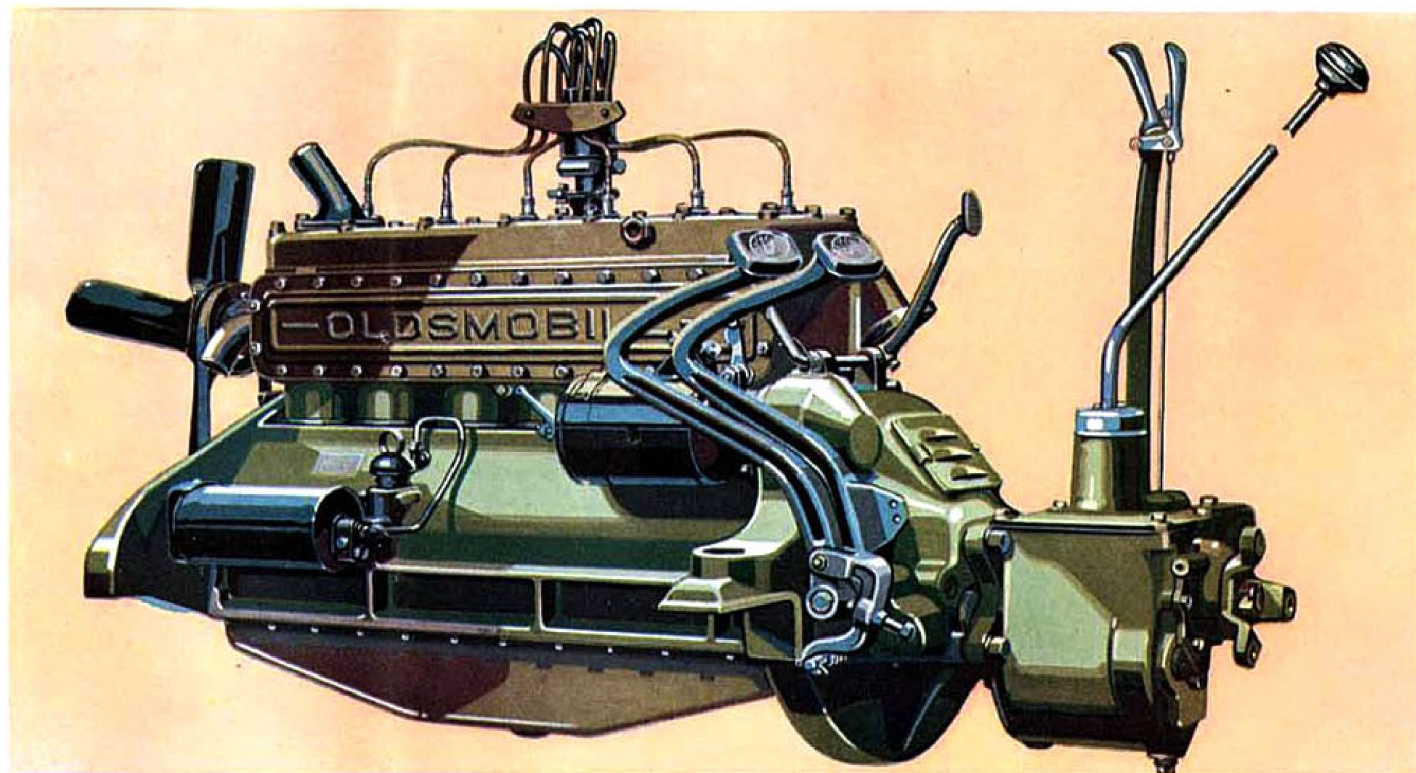
THE DELUXE SPORT COUPE

Alert and spirited in appearance as in performance, the Sport Coupe has achieved widespread popularity. Rear quarter panels are full metal. And the rear deck seat is completely and comfortably upholstered. The rear window may be lowered for free communication among passengers. A convenient locker door at the side opens into a spacious compartment for parcels or golf clubs. Upholstery, paneling, and appointments afford luxurious comfort and create a most pleasing interior.

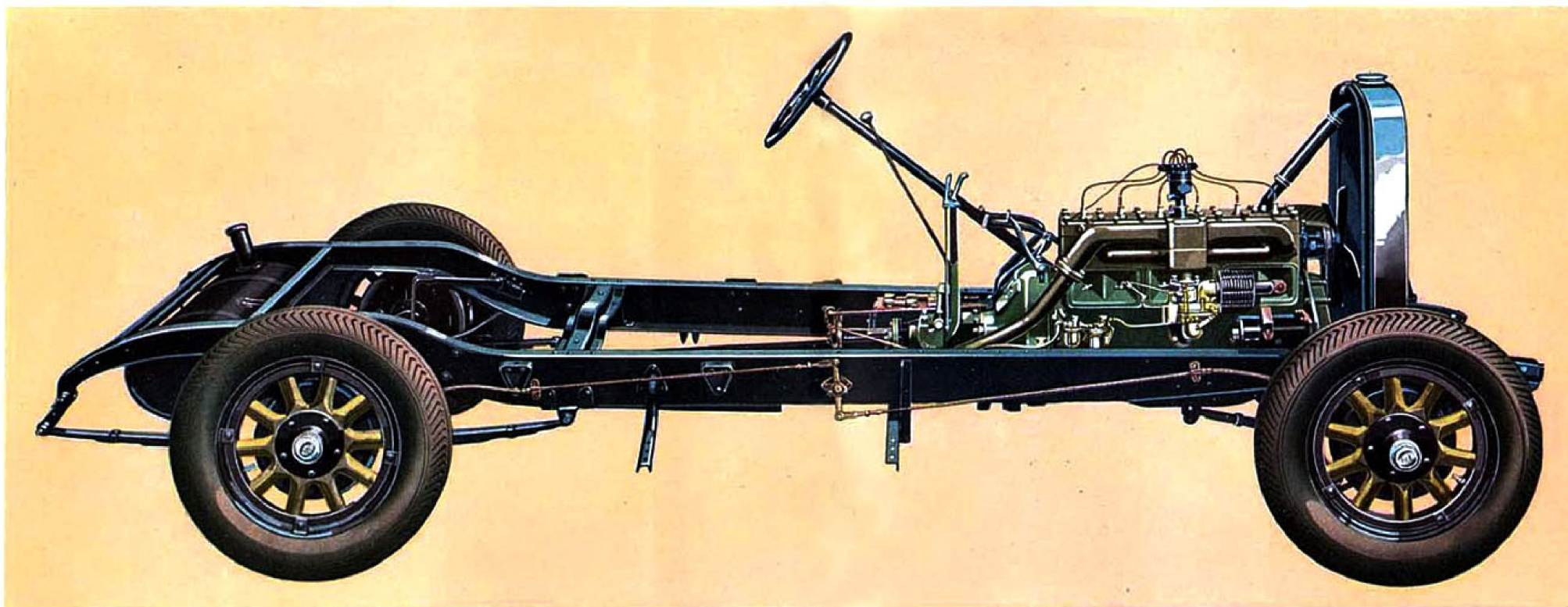


PROGRESSIVE ENGINEERING REFLECTED IN EVERY DETAIL

Embodying the major reasons for Oldsmobile's smooth, exhilarating speed, ample power, and all-around dependable performance, Oldsmobile's power plant is especially interesting in all its details. This high-compression, six-cylinder engine of the simple, quiet L-head type has a bore of $3\frac{1}{8}$ inches and a stroke of $4\frac{1}{8}$ inches. Total piston displacement is 197.5 cubic inches . . . developing 62 horsepower. Within the engine, simple and carefully planned design is clearly evident. The crankcase is remarkable for its strength and sturdiness. Large main bearings are supported by heavy, bridge-type trusses which lend great additional strength to the case and serve as a solid bed for the crankshaft. The counterbalanced crankshaft, drop-forged from the finest steel, is balanced both statically and dynamically to assure smoothness of operation at all speeds. Connecting rods are of special formula drop-forged steel. The pistons, light in weight, and remarkable for their long-wearing qualities, are of annealed close-grain iron. Both con-

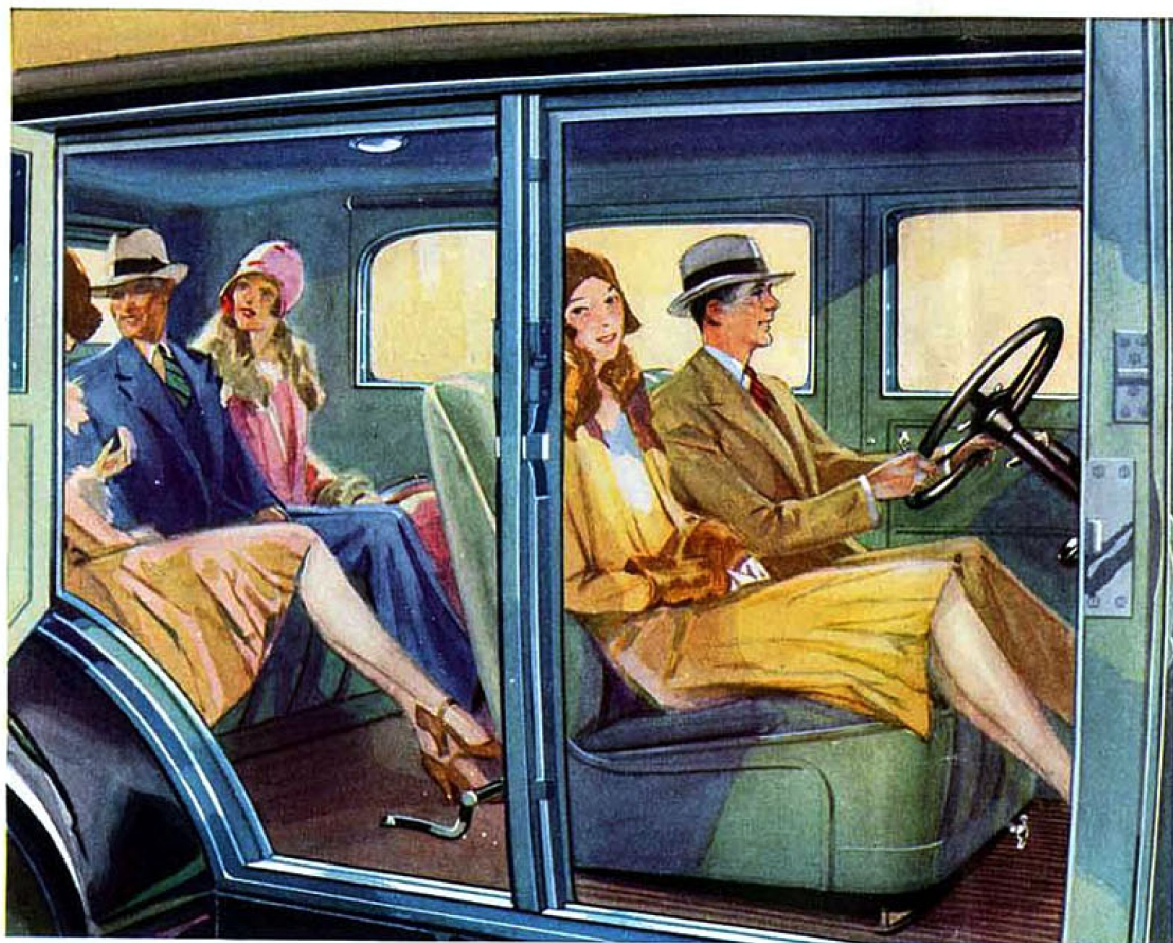


necting rods and pistons are weighed and matched in sets of six . . . assuring perfect balance within each engine. Valves are actuated by a drop-forged, special steel camshaft, finished to precision limits, and mounted in four pressure lubricated bearings. A low velocity rise cam contour promotes quiet valve action and long life for valve faces and valve seats. Valve lifters of the simple mushroom type are designed to rotate during their vertical motion . . . a provision which insures durability. Camshaft drive is by silent chain which operates in a constant bath of oil. A gear-type oil pump, located in the pan and always submerged in oil, provides pressure



lubrication for main, connecting rod, and camshaft bearings, and through rifle-drilled connecting rods to the piston pins. Pressure lubrication of piston pins . . . a feature characteristic of high-priced cars . . . is indicative of the fine engineering of the Oldsmobile engine. Completely worthy of the fine power plant it carries, Oldsmobile's chassis provides features of dependability, safety, handling ease, and riding comfort that contribute in no small measure to the satisfaction of Oldsmobile ownership. The sturdy frame is "low swung" to obtain a low center of gravity and resultant roadability. Tapered toward the front, it permits a comfortably short turning

radius of 39 feet . . . which, combined with the steering ease given by Oldsmobile's worm-and-roller steering gear, makes parking . . . even in restricted space . . . astonishingly easy. The rear axle is of heavy-duty, semifloating design; ring and pinion gears being large in size and carried on annular ball bearings for strength, easy rolling—and silence. Oldsmobile's positive-acting mechanical four-wheel brakes are of the internal-expanding, self-energizing type. Smooth, instant deceleration is obtained with very light pedal pressure. And restful riding ease is assured by Oldsmobile's long, flexible springs . . . controlled by four Lovejoy hydraulic shock absorbers.



"BODY BY FISHER"

Of all the terms that describe Oldsmobile's high quality and superb value, none is more significant than . . . "Body by Fisher." Smart appearance . . . sparkling color combinations . . . luxurious upholstery and appointments . . . genuine all-day-riding comfort . . . these highly desirable qualities are combined to make Oldsmobile's coach work truly outstanding by any measure of value. For Oldsmobile's beautiful bodies by Fisher are the

modern expression of a body-building experience which dates back to the inception of the closed car. Fisher bodies, because of these years of research and development, incorporate definite superiorities in construction. Fisher's modern manufacturing facilities make for precision. And Fisher's tremendous purchasing power makes possible extra economies which afford all of these advantages to Oldsmobile owners in a car of moderate investment. Oldsmobile's bodies by Fisher incorporate many values, visible and invisible, responsible for Oldsmobile beauty, comfort, and durability. Fisher body construction combines the advantages of wood and steel. A wood frame for greatest strength and resiliency . . . steel forgings and stampings for strongest reinforcement. Both contribute to the silence, sturdiness, and stamina of Oldsmobile bodies. A splendid example of the uncompromising quality identified with Fisher engineering is offered in Fisher roof construction. Every Fisher roof is a separate assembly of sturdy roof rails, bows, and slats . . . securely mortised, glued, screwed, and bolted to the body framework . . . just as the roof of a house is fastened to the main structure. Every point in a Fisher body that may be subject to stresses and strains in service is scientifically braced. Each brace is designed with mathematical accuracy for the stresses it will have to withstand. Another of Fisher's outstanding achievements is its development of smooth, perfectly formed body panels. This perfection is obtained by

the use of accurately machined, costly, steel-faced dies. The gleaming colors of Fisher-built bodies are the result of many processes of spraying, rubbing, and polishing of the lacquer finish used. So well is this work done that Fisher body surfaces remain bright and unbroken through a long period of service. The luxury of Fisher body interiors is the result of careful workmanship and excellent materials. Upholstery combines the utmost in

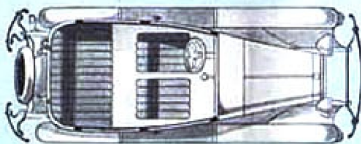
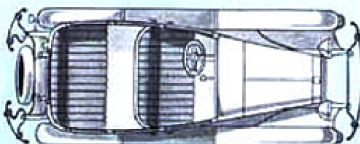
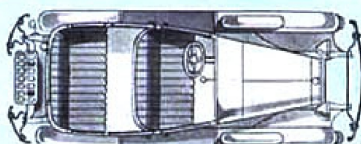
service with smartest appearance. Only high-grade fabrics . . . specially woven for Fisher . . . are used. Seat-cushion and seat-back construction is the result of years of research. It is the most durable and comfortable type that can be employed. And, in addition, Fisher bodies offer many exclusive features, such as the vision-and-ventilating windshield, Fisher adjustable front seat, and distinctive fittings and appointments. Finally, you can rest assured that every Fisher body, from raw material to finished product, has gone through a rigid inspection before it reaches you. All of these features contribute to the superiority of Fisher coach work. "Body by Fisher" is a vitally important reason why Oldsmobile offers greater value than other cars in its price class.

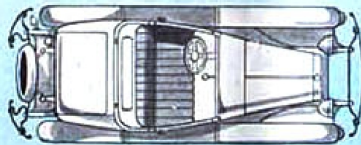
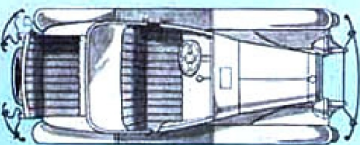
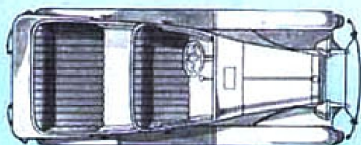
Bumpers, spare tires, and tire covers are extra on all standard model cars

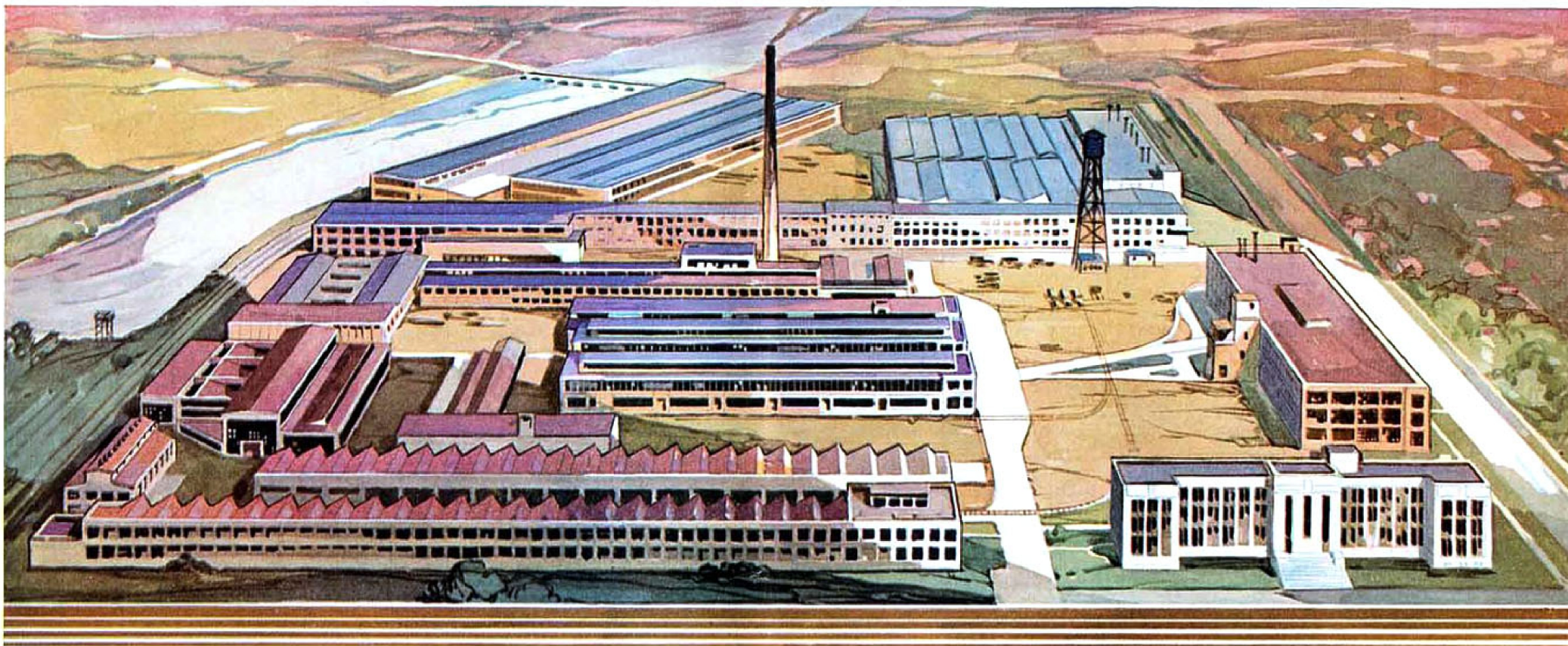
The Olds Motor Works reserves the right to make changes in prices and specifications without incurring any obligation to install same on cars already sold

OLDSMOBILE
LANSING, MICHIGAN



Models	<i>Two-Door Sedan</i>	<i>Four-Door Sedan</i>	<i>Patrician Sedan</i>
Seating			
Upholstery	Genuine Mohair, rubber-impregnated for long wear.	Genuine Mohair, rubber-impregnated for long wear.	Beautiful Broadcloth, smartly tailored.
Details	Chair-type front seats tilt forward to instrument panel . . . driver's seat adjustable. Fisher V-V (vision-ventilating) nonglare windshield. Hardware: Interior, bright finish . . . Exterior, chrome plated. Dome light, rear view mirror, automatic windshield wiper, foot rail.	Adjustable front seat. Fisher V-V (vision-ventilating) nonglare windshield. Hardware: Interior, bright finish . . . Exterior, chrome plated. Smoking set, dome light, rear view mirror, foot rail, automatic windshield wiper.	Fisher V-V (vision-ventilating) nonglare windshield. Hardware: Interior, bright finish . . . Exterior, chrome plated. Pullman-type quarter lamps, luxurious arm rests, robe rail and courtesy cords, smoking and vanity sets, mahogany finish garnish moldings, rear view mirror, automatic windshield wiper, foot rail.

Models	<i>Business and Sport Coupes</i>	<i>Convertible Roadster</i>	<i>Phaeton</i>
Seating			
Upholstery	Genuine Mohair, rubber-impregnated for long wear.	Pigskin grain, genuine leather.	Genuine leather, shark-grain finish.
Details	<i>Business Coupe</i> —Fisher V-V (vision-ventilating) nonglare windshield. Adjustable seat; parcel shelf; large luggage space in rear deck. Hardware and appointments same as Two-Door Sedan. <i>Sport Coupe</i> has drop seat in rear, upholstered in heavy, long-grain material in place of luggage space; rear window lowers for communication between occupants of front and rear seats.	Top of tan waterproof fabric; natural wood bows. Window and windshield frames chrome plated. Drop-seat upholstered in heavy, pigskin grain material. Windshield folds down over cowl. Landau bars are chrome plated. Cowl ventilator, rear view mirror, and automatic windshield wiper.	Adjustable windshield with chrome-plated frame . . . folds down over cowl. Top of heavy waterproof fabric; natural wood bows. Cowl ventilator, automatic windshield wiper, and rear view mirror.



OPEN TO THE PUBLIC

Visitors always receive a warm welcome at Olds Motor Works. For the entire procedure of Oldsmobile manufacture, from raw materials to finished product, is open to the public without reservation. These visitors see how pistons are weighed on delicate scales and matched in balanced sets . . . how connecting rods are drilled throughout their entire length with rifle-barrel accuracy . . . how huge presses form rounded full-crown fenders from flat sheet metal . . . how gleaming chromium plating is applied in an electrolytic

bath . . . how Oldsmobiles are carefully assembled, part by part, on a moving production line . . . and how keen-eyed inspectors, stationed everywhere, make rigid inspections. In short, visitors at Olds Motor Works follow production, step by step, from beginning to end. Oldsmobile manufacturing methods are open to the public, because Olds Motor Works feels positive that public knowledge of the high quality it has established in materials, workmanship, and inspection can only add to public confidence in Oldsmobile.



THE TEST THAT NEVER COMES TO AN END

Day after day, night after night . . . winter and summer . . . Oldsmobile's test fleet holds its course over the roadways of the General Motors Proving Ground. Here, for the sake of progress, Oldsmobile engineers are constantly testing Oldsmobile cars in the most scientific manner possible . . . under conditions that are exactly fixed. Here, cars can run at high speeds or low and over roads of all types and conditions. Here, ingenious devices, many of them previously unknown to the scientific world, give actual graphic record of

car performance . . . records unaffected by driver bias. Daily reports are made upon the performance of each car, covering a mass of important details. On the basis of tests under these conditions, with these resources . . . not because any one man or small group of men favored a certain type of construction . . . today's Oldsmobile was proved and developed and continues under observation . . . a product of engineering ability, patient labor, and scientific research . . . a product of an open mind and a policy pledged to progress.

The ever increasing owner loyalty for Oldsmobile may be traced directly to Oldsmobile's fair-minded attitude toward those who purchase Oldsmobile cars. For Oldsmobile does not rest content merely with building a good car. Oldsmobile goes further—and assumes this fourfold responsibility to every Oldsmobile owner: to design progressively . . . to build faithfully . . . to sell honestly . . . to service sincerely.

To insure sound, progressive engineering, Oldsmobile has brought together a staff of engineers whose joy lies in accomplishment and whose ambition is to contribute some new advancement to Oldsmobile and, through Oldsmobile, some progress to modern motoring. Changes in Oldsmobile design are always made for the sake of progress—never for the sake of change alone. Back of these men are the facilities of their own fine engineering laboratories and the vast resources of the General Motors Research Laboratories and General Motors Proving Ground.

Oldsmobile principles of manufacture are expressed by the pledge that every Oldsmobile worker follows, from the highest executive to the newest shop employee . . . “Anything short of my best is not acceptable.” Faithfulness of manufacture results from allegiance to this ideal . . . faithfulness that means not only fine quality of materials and exacting limits of accuracy, but careful, precise workmanship and rigid inspection.

OLDSMOBILE



**TO DESIGN
PROGRESSIVELY**



**TO BUILD
FAITHFULLY**



**TO SELL
HONESTLY**



**TO SERVICE
SINCERELY**

Oldsmobile firmly believes that absolute honesty in selling and in advertising is the only sure road to long-continued public favor. The public is thoroughly capable of judging both quality and value. And the public has conferred upon Oldsmobile the highest reward of merit . . . constantly increasing buyer preference . . . a reward that Oldsmobile accepts as a cherished trust. Oldsmobile will not risk this priceless good will by deviating, though it be ever so slightly, from the facts.

Oldsmobile has instituted a service policy that recognizes the equities, not only of Oldsmobile owners, but of Oldsmobile dealers as well. Oldsmobile backs up its dealers by accepting responsibilities which are commonly left to the dealer, because Oldsmobile's interest in every sale goes far beyond the time of purchase. This policy is made possible by Oldsmobile's quality, dependability, and fine performance. And it contributes largely to the loyalty and enthusiasm of the ever mounting thousands and thousands of satisfied Oldsmobile owners.

To design progressively . . . to build faithfully . . . to sell honestly . . . to service sincerely . . . four great responsibilities—recognized by Oldsmobile and willingly assumed in order to assure that each and every Oldsmobile owner shall be, and remain, a friend of Oldsmobile.

RESPONSIBILITIES

